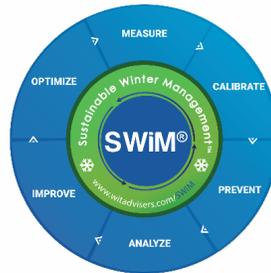


4 EASY STEPS TO START REDUCING SALT USE ON YOUR DRIVEWAYS, PARKING LOTS AND SIDEWALKS.

Managing snow and ice conditions on your driveway, parking lot or sidewalk causes a multitude of challenges. And it can be expensive, particularly if you use too much salt or pay someone else to do it. Salt damages your property, costs you money and permanently threatens the health of our water.

There are several things you can do to reduce the amount of money you spend and the salt damage you create each winter season. We created the Sustainable Winter Management (SWiM®) guidelines to help people and properties ease the pain of wasting time, money and salt that is literally washing down the drain and into our precious water resources.

Here are a few tips from the SWiM® Certification Guidelines you can easily start with today:



MEASURE:

You can improve what you measure. Even if you think you are only using a small amount of salt, when you intentionally measure it and try to use a little less next time will eventually help you reduce by 50% or more. That is time, money, and a healthier environment in the bank. **Start by measuring no more than 5lbs. of salt to be used per 1,000 sq. ft.**

CALIBRATE:

Apply your salt evenly and consistently (no clumps or piles). Even if you are applying rock salt by hand, you can calibrate the application rate you and others are applying to teach applying a consistent amount each time that is not wasteful. It is important to note a little salt goes a long way. **If you are using salt as 'traction', then re-calibrate to use half of what you are using now.**

PREVENT:

Preventing snow and ice from bonding to the surface is a key ingredient to significantly reducing your salt use. It is like spraying cooking spray on a stick frying pan. Think about how much clean up your pans need after cooking when you do not apply butter or cooking spray first. You scrub 4x's more than if you apply first and have cleaner pan in the end. Your driveways, parking lots and sidewalks behave the same way. **When you apply salt before snow and ice accumulate, preferably in its liquid form known as brine, you will achieve a 'cleaner scrape' with your shovel or plow and you will save significantly on the amount of work and salt you need.**

Learn more at www.witadvisers.com

4 EASY STEPS TO START REDUCING SALT USE ON YOUR DRIVEWAYS, PARKING LOTS AND SIDEWALKS. (CONT.)

STEP 1



ANTI-ICING - A PRO ACTIVE APPROACH

Apply a light amount of granular salt (Rock Salt) before snow accumulation begins to prevent snow and ice from bonding to asphalt, concrete and pavers.

- Apply no more than 5lbs per 1,000 sq. Ft.
No more than a large coffee mug for a standard residential driveway 10'x100'
No more than 250lbs. per acre

STEP 2



CLEAR SNOW OFTEN - MAKE YOUR WORK LIGHTER

Shovel and plow snow at 2" or less increments to help prevent snow from bonding to the surface and make your work easier

STEP 3



DE-ICING- A REACTIVE APPROACH

Re-apply salt sparingly to maintain brine reaction and prevent re-freezing on the surface.

- Apply no more than 5lbs per 1,000 sq. Ft.
No more than a large coffee mug for a standard residential driveway 10'x100'
No more than 250lbs. per acre

STEP 4



USE BRINE - A CONTINUOUS IMPROVEMENT APPROACH

To improve your anti-icing and de-icing techniques, spray salt brine (the liquid form of salt) rather than applying solid forms of salt

- Sprayers to be used include hand, backpack, UTV or truck mounted equipment
Spray brine at a rate of ~1gal per 1,000 sq. Ft. (10'x100')
Try using Non-Chloride Salt Brine Alternatives

Learn more at www.witadvisers.com